

**CONTRACT**

**WTKR-TV**  
**720 Boush Street**  
**Norfolk, VA 23510-1583**  
**(757)446-1000**

www.wtkr.com

And:

**Media Strategies & Research**  
**11350 Random Hills Rd**  
**Suite 670**  
**Fairfax, VA 22030**

<u>Contract / Revision</u> 587314 /		<u>Alt Order #</u>
<u>Product</u> Kaine for Senate 2012		
<u>Contract Dates</u> 10/31/12 - 11/05/12		<u>Estimate #</u>
<u>Advertiser</u> Kaine/D/Senate		<u>Original Date / Revision</u> 10/30/12 / 10/30/12
<u>Billing Cycle</u> EOM/EOC	<u>Billing Calendar</u> Broadcast	<u>Cash/Trade</u> Cash
<u>Station</u> WTKR	<u>Account Executive</u> Local WTKR House	<u>Sales Office</u> Norfolk
<u>Special Handling</u>		
<u>Demographic</u> Adults 25-54		
<u>IDB#</u>	<u>Advertiser Code</u>	<u>Product Code</u>
<u>Agency Ref</u>	<u>Advertiser Ref</u>	

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Amount
N 1	3	11/02/12	11/05/12	CBS This Morning	7-9a		:30			NM	2	\$280.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/29/12	11/04/12	----F--				1	\$140.00			
Week:		11/05/12	11/11/12	M-----				1	\$140.00			
N 2	3	11/03/12	11/03/12	730-8pm	730-8pm		:30			NM	1	\$70.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/29/12	11/04/12	-----S-				1	\$70.00			
N 3	3	10/31/12	10/31/12	Wednesday Prime	8-9pm		:30			NM	1	\$1,570.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/29/12	11/04/12	--W----				1	\$1,570.00			
N 4	3	11/01/12	11/01/12	Thursday Prime	10-11pm		:30			NM	1	\$2,680.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/29/12	11/04/12	---T---				1	\$2,680.00			
N 5	3	11/02/12	11/02/12	Friday Prime	10-11pm		:30			NM	1	\$1,120.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/29/12	11/04/12	-----F--				1	\$1,120.00			
N 6	3	10/31/12	11/01/12	Late News (M-F)	11-1135p		:30			NM	2	\$1,510.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/29/12	11/04/12	--WT---				2	\$755.00			
<b>Totals</b>											<b>8</b>	<b>\$7,230.00</b>

Time Period	# of Spots	Gross Amount	Net Amount
10/29/12 - 11/05/12	8	\$7,230.00	\$6,145.50
<b>Totals</b>	<b>8</b>	<b>\$7,230.00</b>	<b>\$6,145.50</b>

**Signature:** \_\_\_\_\_ **Date:** \_\_\_\_\_

(\* Line Transactions: N = New, E = Edited, D = Deleted)

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